

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BTQ3894 – TQM FOR MANAGERS
(All sections / Groups)

18 OCTOBER 2018

2.30 p.m – 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages (inclusive of the cover page) with 5 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

QUESTION 1

- (a) Explain the process of benchmarking.

[8 Marks]

- (b) The diameter of a bicycle wheel is 26 inches but can be as large as 26.15 inches and as small as 25.87 inches. Twenty five samples of bicycle wheels are taken and it is discovered that these components have a grand mean of 26.03 inches and a standard deviation of 0.05 inches. What is the capability of this process?

[Hint: $C_{pu} = (USL - \mu) / 3\sigma$; $C_{pl} = (\mu - LSL) / 3\sigma$; $C_{pk} = \min \{C_{pu}, C_{pl}\}$]

[6 Marks]

- (c) In what ways can employee empowerment facilitate and contribute to organizational learning?

[6 Marks]

QUESTION 2

- (a) Deming believed poor quality was not the fault of workers but resulted from poor management of the system for quality improvement. Do you agree with Deming's stand on this issue? Why or why not?

[12 Marks]

- (b) Explain the concept of preventive maintenance used by Japanese manufacturers.

[8 Marks]

QUESTION 3

- (a) Product idea generation initiates the process of designing a product by generating ideas from external and internal sources. What are some examples of external and internal sources that are used in this process?

[10 Marks]

Continued...

- (b) Discuss the **FOUR (4)** ways in which services are unique in comparison with manufactured goods. How do these differences affect the management of service quality?

[10 Marks]

QUESTION 4

- (a) The design for maintainability concept states that a product should be designed in a way that makes it easy for a consumer to maintain it. What product attributes make it easy for a product to be serviced or maintained?

[12 Marks]

- (b) The effects of quality on business results are mixed; some firms have been wildly successful with their quality efforts, and other companies have been unsuccessful in gaining bottom-line results. Discuss the Two (2) main reasons for these conflicting outcomes.

[8 Marks]

QUESTION 5

- (a) Construct a cause-and-effect diagram showing why a student might be dissatisfied with the cafeteria.

[12 Marks]

- (b) Describe quality circles. How does the use of quality circles improve quality?

[8 Marks]

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